Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (previously presented): A method of facilitating delivery of advertising to users of mobile computing platforms comprising the steps of:

    defining advertising zones within a geographic region; and

    providing a geographic database that contains road segment data, said road segment data represents a road segment located in the geographic region, said road segment data comprising data that indicates in which of said advertising zones the road segment is located.

Claim 2 (original): The method of Claim 1 further comprising:

    defining a hierarchy of said advertising zones, wherein said hierarchy of advertising zones includes at least a first layer and a second layer, and further wherein at least some of the advertising zones in said first layer overlap some of the advertising zones in said second layer.

Claim 3 (original): The method of Claim 2 further comprising:

    defining an index that references each of the advertising zones in the first layer that overlap each of the advertising zones in the second layer.

Claim 4 (original): The method of Claim 1 further comprising:

    associating advertising messages with at least some of said advertising zones.

Claim 5 (original): The method of Claim 4 further comprising:

    storing said advertising messages in an advertising database.

Claim 6 (original): The method of Claim 1 wherein said advertising zones are formed dynamically.

Claim 7 (previously presented): A method of facilitating delivery of advertising to users of geographic data comprising the steps of:

> defining a plurality of advertising areas located within a geographic region; and

> providing a geographic database that contains road segment data that represent road segments located in the geographic region, and advertising area data that indicate which of said road segments are located in said advertising areas.

Claim 8 (original): The method of Claim 7 further comprising:

> defining an index that references the advertising zones in the first layer that overlap the advertising zones in the second layer.

Claim 9 (original): The method of Claim 7 wherein said advertising zones are based on accessibility.

Claim 10 (original): The method of Claim 7 wherein said advertising zones are based driving distances from defined locations.

Claim 11 (original): The method of Claim 7 wherein said advertising zones are based driving times from defined locations.

Claim 12 (original): The method of Claim 7 wherein said advertising zones are formed dynamically.

Claim 13 (previously presented): A geographic database stored on a computer-readable medium comprising:

> road segment data that represent road segments located in a geographic region; and

> advertising zone data that indicate which of a plurality of advertising zones into which the geographic region is divided the road segments are located in.

Claim 14 (original): The invention of Claim 13 wherein said geographic database further comprises:

an index that references advertising zones that encompass other advertising zones.

Claim 15 (original): The invention of Claim 13 wherein said geographic database is installed in a standalone navigation system.

Claim 16 (original): The invention of Claim 13 wherein said geographic database is installed on a navigation services server from which end users' computing platforms obtain geographically-related services.

Claim 17 (original): The invention of Claim 13 wherein said advertising zone data includes an indication of which of a plurality of layers of advertising zones, a particular advertising zone is located in.

Claim 18-27 (canceled).

Claim 28 (previously presented): A method of delivering advertising to users of mobile computing platforms that provide navigation-related services comprising:

determining a position of a mobile computing platform as the mobile computing platform travels in a geographic region;

dynamically forming a new advertising zone associated with the position of the mobile computing platform, wherein said new advertising zone not being defined prior to said forming step; and

providing the user with an advertising message associated with said new advertising zone.